

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 402 Issue 3



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6696
(864) 576-7777 FAX (864) 587-4460

Original

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 59000	Campaign Ref: E:063983540
Buyer: Senate	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref: 06398354
Est./PO Number: 06398354	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Jim Davis Sd60	Booking Group: WSPA	Key Market: Greenville Spartanburg
Demographic: (L) Household	Order:	Ashevil

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
2	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	04	275	30 Comme	Nbr of Spots	1		1	275
5	M-F 9a Dr Phil MTWTF..	05	80	30 Comme	Nbr of Spots	2		2	160
6	M-F 9a Dr Phil MT.....	05	150	30 Comme	Nbr of Spots	3		3	450
7	M-F 10a Your Carolina MTWTF..	05	50	30 Comme	Nbr of Spots	3		3	150
9	M-F 11a ET / 10a CT Price Is Right MTWTF..	04	75	30 Comme	Nbr of Spots	2		2	150
11	Tue 8p ET / 7p CT NCIS .T.....	04	225	30 Comme	Nbr of Spots	4		4	900
12	Tue 10p ET / 9p CT Vegas .T.....	05	165	30 Comme	Nbr of Spots	1		1	165
			1900	30 Comme	Nbr of Spots	1		1	1900
			900	30 Comme	Nbr of Spots	1		1	900
Weekly Totals: Total Spots(Ord Spots)					1	55	14	70	
Open PR					-1			-1	-150

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Associated Copies: No		Business Category: Transactional

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13	Thu 10p ET / 9p CT Elementary ...T...	05	2000	30 Comme	Nbr of Spots	1		1	2000
14	Fri 10p ET / 9p CT Blue Bloods ...F..	05	2500	30 Comme	Nbr of Spots	1		1	2500
16	CBS NFL Today SunS	06	350	30 Comme	Nbr of Spots	1		1	350
18	Sun 1p ET / 12p CT NFL On CBSS	04	2500	30 Comme	Nbr of Spots	1		1	2500
19	Sat SEC FootballS	05	750	30 Comme	Nbr of Spots	1		1	750
21	Sat CBS NCAA FootballS	04	2000	30 Comme	Nbr of Spots	1		1	2000
22	M-F 8a CBS This Morning MTWTF..	05	110	30 Comme	Nbr of Spots	2		2	220
23	M-F 8a CBS This Morning MT.....	05	110	30 Comme	Nbr of Spots	3		3	330
24	Sat 8a CBS This MorningS	04	150	30 Comme	Nbr of Spots	1		1	150
29	Wed 8p ET / 7p CT Survivor ..W....	04	1650	30 Comme	Nbr of Spots	1		1	1650
Weekly Totals: Total Spots(Ord Spots)					1	55	14	70	
Open PR					-1			-1	-150

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Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref: 06398354
Est./PO Number: 06398354	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
31	Thru 9p ET / 8p CT Person Of Interest ...T...	06	1500	30 Comme	Nbr of Spots	1		1	1500
32	Fri 8p ET / 7p CT Undercover Boss ...F..	05	800	30 Comme	Nbr of Spots	1		1	800
35	Sun 730p ET / 630p CT 60 MinutesS	04	2500	30 Comme	Nbr of Spots	1		1	2500
38	Sun 1030p ET / 930p CT MentalistS	05	2500	30 Comme	Nbr of Spots	1		1	2500
40	Sun 4p ET / 3p CT NFL On CBSS	04	3000	30 Comme	Nbr of Spots	1		1	3000
42	Sun 1p ET / 12p CT NFL On CBSS	04	2500	30 Comme	Nbr of Spots	1		1	2500
43	Sat CBS NCAA FootballS.	04	2000	30 Comme	Nbr of Spots	1		1	2000
44	Mon 10p ET / 9p CT Hawaii Five-0 M.....	03	3500	30 Comme	Nbr of Spots		1	1	3500
45	Sun 4p ET / 3p CT NFL On CBSS	04	3000	30 Comme	Nbr of Spots		1	1	3000
46	Sat 8p ET / 7p CT CBS College FootballS.	05	1300	30 Comme	Nbr of Spots		2	2	2600
Weekly Totals: Total Spots(Ord Spots)					1	55	14	70	
Open PR					-1			-1	-160

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WSPA-TV
250 International Dr.
Spartanburg SC 29303-6699
(864) 576-7777 FAX (864) 587-4480

Original

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 50000	Campaign Ref: E:063983540
Buyer: Senate	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref: 06398354
Est./PO Number: 06398354	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/06	Total	Cost
47	Thu 8-9p ET / 7-8p CT Big Bang / Two And A Half ...T...	05	1700	30 Comme		1		1	1700
48	M-F 730p Scene On 7 ...TF..	06	250	30 Comme		1		1	250
49	Wed 10p ET / 9p CT CSI ..W....	03	3000	30 Comme		1		1	3000
50	Mon 9-10p ET / 8-9p CT 2 Broke Girls / Mike & Molly MTWTFSS Isolations: W/C 11/05 M.....	05	1900	30 Comme			1	1	1900
51	M-F 10a Your Carolina ...F...	06	50	30 Comme		1		1	50
52	Sat 8p ET / 7p CT CBS College FootballS.	05	1300	30 Comme		1		1	1300
53	Sat CBS NCAA FootballS.	03	2000	30 Comme		1		1	2000
54	M-F 10a Your Carolina MT.....	05	75	30 Comme			2	2	150
56	Thu 8-9p ET / 7-8p CT Big Bang / Two And A Half ...T...	05	1700	30 Comme		1		1	1700
Weekly Totals:					1	55	14	70	
Total Spots(Ord Spots)					1	55	14	70	
Open PR					-1			-1	-150

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Est./PO Number: 06398354	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
57	M-F 11a ET / 10a CT Price Is Right MT.....	04	225	30 Comme	Nbr of Spots		3	3	675
58	Sat 8a CBS This MorningS.	04	150	30 Comme	Nbr of Spots	1		1	150
59	M-F 7a CBS This Morning ...F..	04	200	30 Comme	Nbr of Spots	2		2	400
60	M-F 1230-2p ET CBS Soaps ...F..	12	260	30 Comme	Nbr of Spots	2		2	520
61	Sat 7p NewsS.	05	150	30 Comme	Nbr of Spots	1		1	150
62	Fri 9p ET / 8p CT CSI NYF..	05	800	30 Comme	Nbr of Spots	1		1	800
63	M-F 7a CBS This Morning M.....	04	200	30 Comme	Nbr of Spots		1	1	200
64	M-F 1230-2p ET CBS Soaps M.....	12	260	30 Comme	Nbr of Spots		1	1	260
65	M-F 2p ET / 1p CT The Talk M.....	06	175	30 Comme	Nbr of Spots		1	1	175
66	Sat CBS NCAA FootballS.	03	2000	30 Comme	Nbr of Spots	1		1	2000
Weekly Totals: Total Spots(Ord Spots)					1	55	14	70	
Open PR					-1			-1	-150

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
67	M-F 10a Your Carolina	06	50	30			1	1	50
	M.....			Comme					
Weekly Totals: Total Spots(Ord Spots)					1	55	14	70	
Open PR					-1			-1	-150

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
24	Sat 8a CBS This Morning	:30 Commercial	10/22/12	Open Pre Emption	150.00		0000000000	E:063983540

Grand Totals

		Month 10 Weeks: 4		Month 11 Weeks: 4	
Totals		10/22	10/29	11/05	
Spots	70		55	14	
Cost	59150		51720	7280	

Grand Totals: Spots: 70

Gross Total: 59,000.00
Commission: 8,850.00
Net Total: 50,150.00